

SAS Monts Fournil in Consumer Foodservice (France)

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Abstracts

The company's future focus will be set on proximity and organic sourcing coupled with modernising its image. In line with its 2011 commitment to sustainable development, SAS Monts Fournil embarked on a gradual conversion of its range to organic-labelled products. Similar efforts will also be made in order to integrate local producers/products in the business model as a way of abiding to traits of freshness harvest-seasonality and demonstrating proximity sourcing and to end-customers. With the...

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